

CONFIDENTIAL

DD/S 66-3158

17 JUN 1966

MEMORANDUM FOR: Director of Personnel

Emmett:

Two weeks ago during your absence, your Office asked that we seek Mr. Helms' reaction to the proposed text for the 1966 Recruitment Brochure that had been prepared by [REDACTED] Colonel White asked that, before we seek Mr. Helms' guidance, we first obtain reactions from George Moran and Howard Osborn. We have done so and their notes are attached. Mr. Warfield has seen both of them.

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Would you please review the issues Commander Moran has raised and let us know your own views on them. We will be glad then to assist with whatever course of action you recommend we pursue.

[REDACTED]
Acting Executive Officer to the
Deputy Director for Support

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Atts

Att 1: 2 Cys of Proposed 1966 Recruitment Brochure,
w/Ltr dtd 20 May 66 to Acting DD/S fr
[REDACTED]

Att 2: Memo dtd 7 June 66 for Acting EO-DD/S fr
D/S, subj: 1966 Recruitment Brochure

Att 3: Memo dtd 15 June 66 for AEO-DD/S fr
George F. Moran, Asst. to the Dir.,
subj: 1966 Recruitment Brochure

AEO-DD/S:WFV/ms (17 June 66)

Distribution:

Orig - Adse, w/O Atts

1 - DD/S Chrono

1 - DD/S Subject, w/cys Atts 2&3 (DD/S 66-2980 & DD/S 66-3140)

Approved For Release 2003/05/27 : CIA-RDP84-00780R001400090037-0

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SEARCHED
SERIALIZED
INDEXED
FILED

25X1

3 JUN

2 June 1966

MEMORANDUM FOR: Director of Security

SUBJECT : 1966 Recruitment Brochure

1. Attached is the proposed text for CIA's 1966 Recruitment Brochure which has been prepared at [REDACTED] in New York.

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2. Some editing of the proposed text will be necessary of course to tighten it in a few places and bring it in line with our current situation. Meanwhile, however, we must determine whether the general content of the text is acceptable. We would appreciate your examining the brochure from the point of view of its approach and particularly the advisability of including in the text examples of Agency activities which are reflective of past operations.

3. After obtaining your suggestions and those of Commander Moran and others, we propose to seek Mr. Helms' advice regarding the coverage in the proposed brochure and then prepare it for final review.

4. We would appreciate your giving this matter your priority attention.

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[REDACTED]
Acting Executive Officer to the
Deputy Director for Support

Att

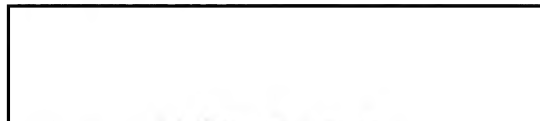
CONFIDENTIAL

120/566-3140

15 June 1966

MEMORANDUM FOR: Assistant Executive Officer, DDS
SUBJECT: 1966 Recruitment Brochure

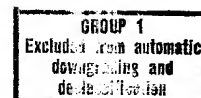
1. In my opinion the proposed 1966 Recruitment Brochure is unsuitable for the following reasons:
 - a. It emphasizes the "Agent" aspects of CIA and is therefore controversial.
 - b. If published in this form it could be used against us by any unfriendly press including the communist.
2. We should either keep our present format or take an entirely new approach.
3. I personally would like to see a brochure that would put the Agency on a high plane of national interest operating in global dimensions. We are the Nation's "first line of defense," and this message should come through with dignity and clarity.
4. We send this document all over the United States and it has an important role to play in establishing our public image. As one of our few public documents, it deserves our best thoughts and efforts.



George F. Moran
Assistant to the Director

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TRANSMITTAL SLIP		DATE 19 June 1966
TO: Commander Moran, Assistant to the Director		
ROOM NO. 1F04	BUILDING Hqs	
REMARKS: Attached are the comments which Howard Osborn has made on the proposed text of the 1966 Recruitment Brochure. As we discussed on the phone, these comments may be of use to you in connection with your own remarks on the text.		
<div style="border: 1px solid black; width: 200px; height: 60px; margin: 10px auto;"></div>		
14 JUN 1966		
FROM: Acting Executive Officer to the DD/S		
ROOM NO. 1F04	BUILDING Hqs	EXTENSION

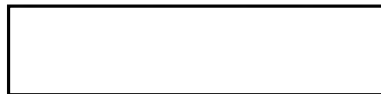
Approved For Release 2001/05/27 : CIA-RDP84-00780R001400090037-0

13 June 1966

Commander Moran, Assistant to the
Director

1F04 Hqs

Attached are the comments which
Howard Osborn has made on the proposed
text of the 1966 Recruitment Brochure.
As we discussed on the phone, these
comments may be of use to you in
connection with your own remarks on
the text.



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Acting Executive Officer to the DD/S

7D18 Hqs

AEO-DD/S:WfV/ms (13 June 66)

Distribution:

Orig - Adse, w/cc of Att (DD/S 66-2980)

1 - DD/S Chrono

1 - DD/S Subject, w/O Att ✓

DD/S 66-2980:Memo dtd 7 June 66 for Acting EO-DD/S fr D/S,
subj: 1966 Recruitment Brochure

MEMORANDUM FOR: Assistant to the Director

SUBJECT : 1966 Recruitment Brochure

1. Attached is the proposed text for the CIA 1966 Recruitment Brochure which has been prepared at New York.

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2. Some editing of the proposed text will be necessary of course to tighten it in places and to bring it in line with our current situation. We will need also to obtain an okay from Mr. Helms and perhaps the Director before going to press with the brochure. Meanwhile, however, we are soliciting your views and those of the Director of Security with respect to the general content of the text. Your views along with those of the Office of Personnel will be incorporated in the recommendation the DD/S makes when the text is submitted to Mr. Helms for policy review.

3. We are particularly interested in your reaction to the opening portions of the proposed brochure, which disclose past operational activities of the Agency.

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Acting Executive Officer to the
Deputy Director for Support

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